

ABSTRACT OF THE DISCLOSURE

In a printing apparatus which performs printing by scanning a carriage that supports a printhead having a plurality of printing elements arrayed in a predetermined direction, on a printing medium in a direction perpendicular to the predetermined direction, printing data of a raster format obtained by processing transmitted image information into data used for printing, or printing data transmitted in the raster format is stored in a printing data memory. The printing data stored in the printing data memory is stored in a buffer memory having a storage area corresponding to each printing element. This arrangement adopts a head parameter unit which stores information on the printhead arrangement. Processing of reading out the printing data stored in the printing data memory and storing the printing data in the buffer memory, and processing of reading out the printing data stored in the buffer memory are controlled in accordance with the information stored in the head parameter unit.